

### Abstract of the Disclosure

A method for developing new products for introduction into the marketplace comprises providing a plurality of pools with each pool serving as a repository for new product concepts, ideas, or partially developed products. A predetermined number of new product concepts are registered into each pool according to predetermined subject matter associated therewith. One concept is selected from each pool for further development. Each selected concept is engineered to optimize its intended utility function and a degree of proprietary protection is then acquired therefor. Having obtained proprietary protection for the selected concept, the concept is marketed to potential manufacturers for the purpose of obtaining a license therewith. A licensee obtains the rights to manufacture and distribute the product in exchange for royalties on sales thereof. Royalties on sales are distributed first to the submitter of the selected concept and, in smaller proportions, to the other pool submitters and pool manager.